

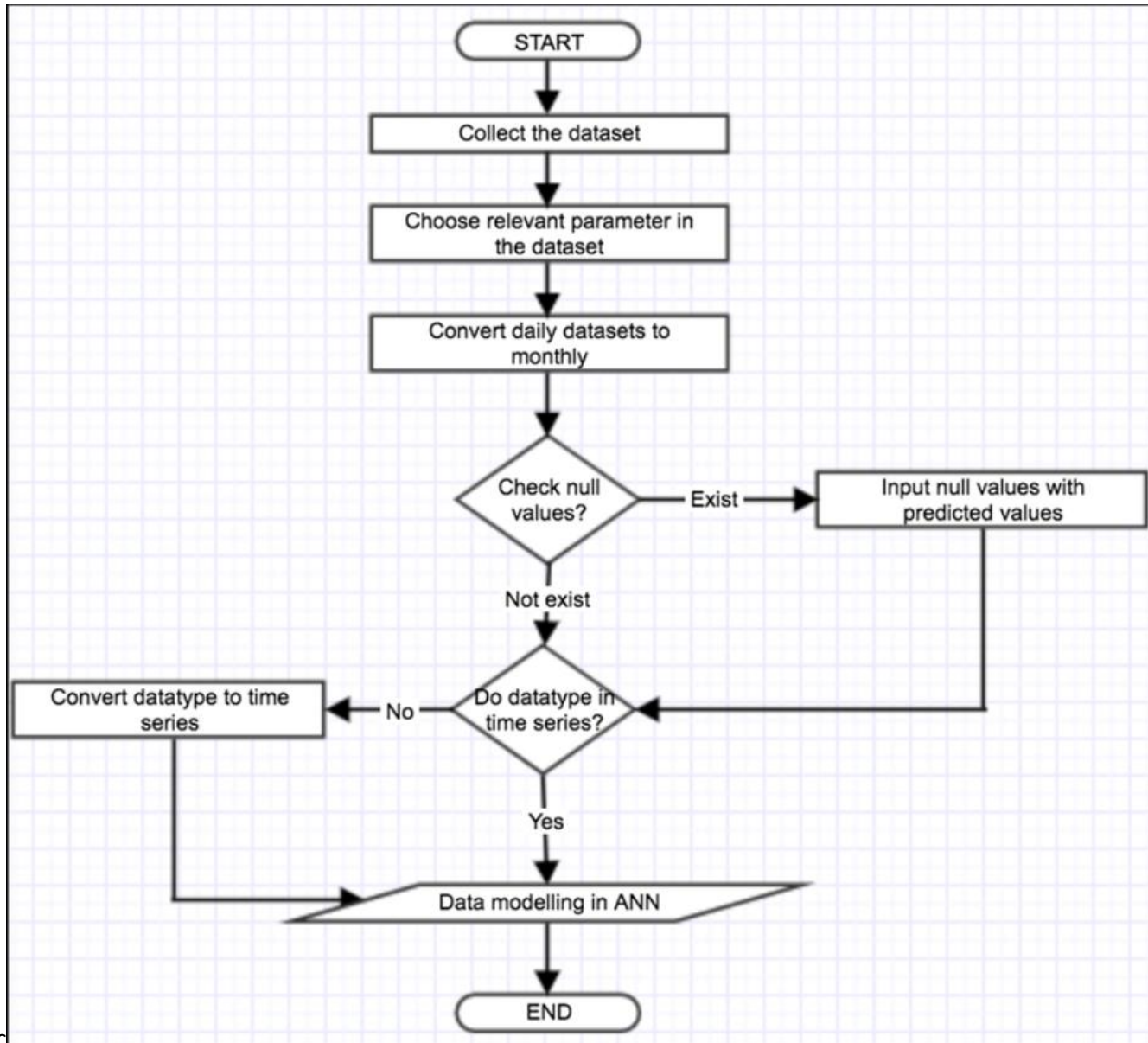
Project Design Phase-II
Data Flow Diagram & User Stories

Date	31 January 2025
Team ID	LTVIP2025TMID52053
Project Name	Strategic Product Placement Analysis
Maximum Marks	4 Marks

Data Flow Diagrams:

A Data Flow Diagram (DFD) is a visual tool that represents the flow of information within a system. It helps in understanding how data moves, where it is processed, and how it interacts with different entities.

For the **Strategic Product Placement Analysis project**, the DFD outlines how sales, placement, and customer data are collected, analysed, and transformed into actionable insights.



User Stories — Strategic Product Placement Analysis

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance Criteria	Priority	Release
Store Manager	Dashboard Access	USN-1	As a store manager, I can view dashboards that show product sales and placement performance	Dashboard loads with filters for product category, placement area, and sales trends	High	Sprint-1
Store Manager	Customer Demographic Insights	USN-2	As a store manager, I want to analyze customer buying behavior by demographic	Dashboard provides visual insights on customer segments linked to product placement	High	Sprint-2
Marketing Analyst	Placement Effectiveness Analysis	USN-3	As a marketing analyst, I can compare placement zones with corresponding sales data	Dashboards highlight placement zones with highest sales conversions	Medium	Sprint-3
Marketing Analyst	Trend Analysis	USN-4	As a marketing analyst, I can analyze seasonal or trend-based impact on product placement	Time series charts display sales variations with placement over time	High	Sprint-1
Data Analyst	Sales vs Placement Correlation	USN-5	As a data analyst, I want to visualize correlation between product placement and sales	Correlation visualizations are available with selectable variables	Medium	Sprint-2
Data Analyst	Underperforming Products Identification	USN-6	As a data analyst, I can identify products or placement areas with lower sales	Dashboard highlights underperforming placements for strategic review	High	Sprint-2
Developer	Dashboard Integration	USN-7	As a developer, I can integrate Tableau dashboards within web reports or presentations	Tableau dashboards render correctly with responsive layout	High	Sprint-1
Developer	Deployment	USN-8	As a developer, I can deploy the dashboard for management and stakeholder access	Deployment on platform with secured access and correct visuals	High	Sprint2

Business Planner	Storytelling with Data	USN-9	As a planner, I want to present insights from the dashboard during strategy meetings	Tableau story dashboards offer key findings and recommendations	Medium	Sprint3
Business Planner	Export Insights	USN-10	As a planner, I want to export sales and placement analysis for reports	Dashboard allows export of selected visualizations and summaries	Medium	Sprint-3
Research Analyst	Predictive Sales Modelling	USN-11	As a research analyst, I want to predict product sales based on placement trends	Predictive models generate trendlines on dashboards for forecasting	Low	Sprint-4